C2710-1

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Monday, September 2, 1985

Advertising Age

Crain's International Newspaper of Marketing

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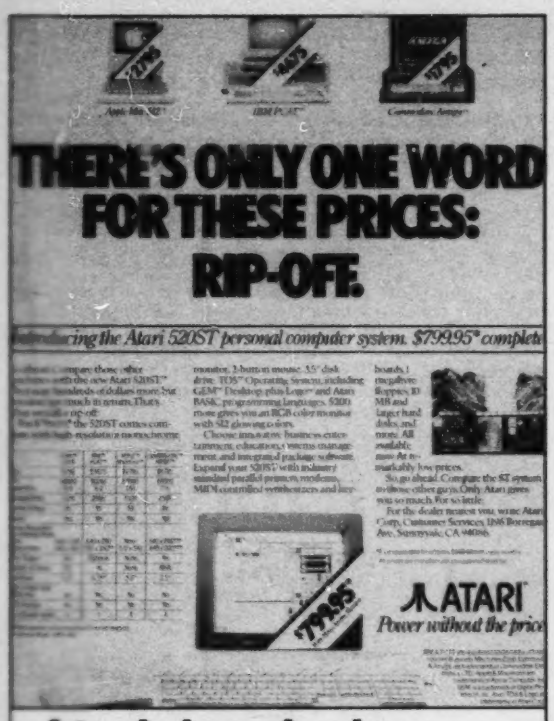

THERE'S ONLY ONE WORD FOR THESE PRICES:
RIP-OFF.
Introducing the Atari 520ST personal computer system. $799.95* complete
ATARI
Power without the price

Atari rips rivals

Atari Corp. promotes its 520ST computer with tough price comparison ads in October magazines. *(See story on Page 2.)*

C-E eyes advance buys with multimedia titans

By VERNE GAY

Campbell-Ewald, Warren, Mich., is negotiating with several multimedia conglomerates to make cross-media buys on an upfront basis in exchange for discounts in pricing.

The Campbell-Ewald plan, a variation on a networking system first put forward by Gannett Co., marks the first time an agency has made such a proposal on behalf of all of its clients. The deals will be completed this month, according to agency sources.

The agency is negotiating with CBS Inc., Scripps-Howard and Times Mirror Co. Other companies with sizable holdings in radio, tv, newspapers, magazines and cable that may be approached for "omnibus" deals include Time Inc., Hearst Corp., Dun & Bradstreet Corp., Meredith Corp., Capital Cities Communications, ABC Inc. and Washington Post Co.

The agency is calling such buys "omnibus" deals because they encompass all of the media resources of a particular company. For example, if the congomerate has holdings in newspapers, tv, radio and magazines, the buy could include each one.

Campbell-Ewald, which has made these offers on behalf of General Motors Corp. and other clients it declined to name, would, for example, pay the media company $5 million up front in exchange for about $6.5 million in time and space credits, which C-E would cash in during the course of the contract.

C-E and its clients would gain more media weight for the dollar, while the media company would have its $5 million as much as a year in advance. The divisions within the media conglomerate, however, would be vulnerable to shifts in the media needs of the C-E clients.

In the short term, there appears to be no real advantage for the agency in such "omnibus" buys beyond providing more efficient media spending for its clients. The agency would, in effect, be giving up any money it might make from "float," or the use of client money between the time an order is billed and the payment is made. In essence, C-E would be transferring the float to the media company in exchange for discounts for its clients.

However, making media buying more efficiently could have long-term benefits in terms of keeping existing clients and attracting new ones. Several major advertisers, most notably GM and Procter & Gamble, have made greater media efficiency a primary issue in client-agency relationships.

While Campbell-Ewald says the negotiations for the "omnibus" buys are not a direct result of the GM concerns on efficiency, the agency clearly is responding to mounting advertiser demand for greater efficiencies.

With the exception of Gannett, however, most conglomerates have shunned such "omnibus" buys because their respective divisions maintain separate revenue goals and accounting. Even the networks, with some exceptions, maintain strict divisional sales lines among dayparts.

The buy is complex for the agency because it must pool a large amount of money from various clients who have different strategies. Some observers were skeptical such a plan

(Continued on Page 61)

AA Workshop prize: Creative slot at Y&R

New York—John Ferrell, exec vp-creative director, Young & Rubicam, believes agency creatives must be able to distinguish between intelligent and foolish risk—and Y&R's latest copywriter, Vincent Urbanowski, has already demonstrated that ability.

Mr. Urbanowski, a copywriter at the Stamford, Conn., office of Anderson & Lembke, a business-to-business agency, was asked to join Mr. Ferrell's agency after winning a Y&R-designed "test" of risk-taking ability administered at the Advertising Age Creative Workshop.

Mr. Ferrell promised a job offer to the winner.

Hundreds of workshop participants took the test, which involved judging five commercials for their negative or positive risk potential. Mr. Ferrell, who said that agencies on the leading edge of creativity will take more risks in the next 12 months to produce breakthrough advertising than in the last 12 years, administered the test to evaluate "consumer insight."

During two sessions at the workshop, Mr. Ferrell collected 900 entries, 13 of which were picked for follow-up interviews. Of those, three finalists were selected, with 28-year-old Mr. Urbanowski emerging as the eventual winner.

"I feel both wonderful and awful," Mr. Urbanowski said, appreciative of the unexpected career move but sad to be leaving his hometown of Stamford. He had worked as a copywriter at Ander-

(Continued on Page 60)

John Ferrell (r.) of Young & Rubicam gave a creative "test" to participants in the Ad Age Creative Workshop in New York. Vincent Urbanowski (l.) won. The prize, which he accepted: A job at Y&R.

Additional coverage of the 28th annual Advertising Age Creative Workshop at the New York Hilton, which drew close to 1,000 participants, is on Pages 4, 47, 48, 60 and 61.

Sterling appoints worldwide agency

By STEWART ALTER and NANCY GIGES

Sterling Drug Co., New York, taking its first major global advertising step, has consolidated its worldwide over-the-counter analgesic ad account at SSC&B:Lintas Worldwide.

The two major brands affected are Bayer aspirin and Panadol, an acetaminophen-based pain reliever, both of which are handled in the U.S. by SSC&B.

Bayer, while a big brand in the U.S., is sold by Sterling only in the Caribbean; A.G. Bayer of Germany markets the product elsewhere in the world. Sterling sells its product under the brand name Aspirin

(Continued on Page 58)

Last Minute News

Y&R loses its chips from Frito-Lay

Dallas—Frito-Lay and Young & Rubicam, New York, have split after 22 years, citing "philosophical differences" over snack-food advertising. Y&R keeps the estimated $17 million account until yearend. Tracy-Locke, here, and Foote, Cone & Belding, New York, both F-L shops, will be included in the coming review, the company says. Brands include Cheetos, Rold Gold pretzels and Ruffles potato chips. Separately, Frito-Lay has begun testing in Pittsfield, Mass., of McCracken's apple chips, which have a texture and appearance resembling potato chips. The agency was not known at press time.

Dairy board to make $34.6M upfront buy

New York—National Dairy Promotion & Research Board, Arlington, Va., is set to place a $34.6 million network tv upfront buy, one of the last big buys of the upfront season. D'Arcy MacManus Masius, Chicago, handles. Other major net tv advertisers that have yet to place prime time buys are Anheuser-Busch, St. Louis, and Miller Brewing Co., Milwaukee. DMM and Backer & Spielvogel handle, respectively.

(Continued on Page 8)

NEWSPAPER

AA
DC2001ACONGLI FNJF M
CONGRESSIONAL INFO SERVICE
SRI ACQUISITIONS
4520 EAST-WEST HWY #800
WASHINGTON DC 20014

P&G's learned decision

Procter & Gamble's new Puritan oil spokeswoman, actress Michael Learned, makes her debut in this Grey Advertising, New York, tv spot on Sept. 3, replacing actor John Houseman. Ms. Learned, said Grey, is "authoritative but wholesome" and "highly relevant to Puritan's health-conscious target audience." She starred in tv's long-running hit family series, "The Waltons."

Atari rips at 'ripoffs' in key fall campaign

By JENNIFER PENDLETON

Atari Corp. is taking its aggressive "Power without the price" strategy a step further with an ad campaign for its 520ST model that labels competitors "ripoffs."

In the hard-hitting campaign, breaking in October issues of computer specialty and general-interest magazines, the Sunnyvale, Cal.-based company will attack the prices of the 520ST's three closest competitors head-on. Ads show photos of the Apple Mac 512 ($2,795), the IBM PCAT ($4,675) and the Commodore Amiga ($1,795) stamped with their prices and the advice "There's only one word for these prices: Rip-off." Underneath the headline, Atari points out its 520ST's price tag is $799.95.

Body copy states that while competitors' machines cost hundreds of dollars more "Only Atari gives you so much. For so little."

The ad, the first of three expected to take equally aggressive tacks, is the first creative work from Hum-pal, Leftwich, Lauck & Sinn, Palo Alto. HLL&S became the fourth agency to work on the Atari account since former Commodore International head Jack Tramiel took over as chairman about a year ago (AA, July 29). CPM, Chicago, continues as Atari's media buyer.

Most observers aren't surprised by the aggressive tone of the campaign, given the personality of Mr. Tramiel, who claims to be prepared to bully his staff, companies doing business with Atari and even customers in an effort to market the lowest-price personal computer available.

Atari's vp-marketing James Copland was unavailable for comment. But industry analysts say the campaign is Atari's attempt to preempt Commodore's upcoming introduction of its new Amiga home computer.

Software maker seeks a marketing breakthrough with a $4 million free sample offer in "PC World." See story on Page 58.

Mr. Tramiel's former company is supporting Amiga with a $40 million advertising campaign, breaking within a few weeks (AA, July 29). Agency sources estimate Atari's annual ad budget is $6 million to $10 million.

Atari faces an uphill battle in the personal-computer market. Sources say the company is having difficulty establishing a substantial dealer network, in part because of Mr. Tramiel's past with Commodore. In 1982, while at the West Chester, Pa.-based company, Mr. Tramiel made many computer retailers into enemies

(Continued on Page 56)

Highlights

If advertiser tie-ins prove to be the next wave in the booming video market, then Procter & Gamble—the nation's biggest advertising spender—may find itself riding an early crest. *See Page 6.*

Food advertisers hungering to use the sort of medical or health claims that Kellogg Co. so successfully wrapped around its line of bran cereals can expect their first look this month at a proposed labeling policy from the Food & Drug Administration. *See Page 10.*

Super account execs are almost assured of never finding themselves forced out of a job. George Hathaway III offers readers some tips on achieving that status as a super account exec. *See Page 30.*

FORUM

If history ever gets around to repeating itself, writers won't have to trifle with residuals, says agency copy chief R.J. McGuill. *See Page 16.*

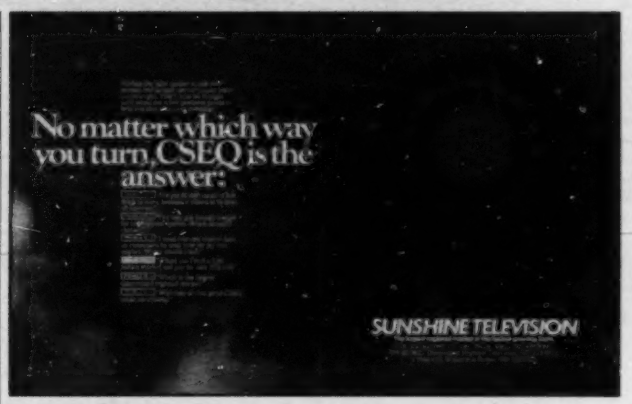
Writer Michele Willens has developed a new tv "Vice." *See Page 16.*

Great advertising goes straight to the heart, because that's most memorable, says California creative director Alan Pake. *See Page 16.*

INTERNATIONAL

The Mexican ad industry is watching its recovery veer off the track, wreaking havoc among agencies and advertisers. Not only are talent poachers raiding agencies, but ad expenditures are expected to stay down, killing off hopes for a quick recovery. *See Page 34.*

Sunshine Television, Sydney, Australia, soon will offer readers of *AdNews* the opportunity to play a piano when they open the magazine—a keyboard in a spread ad that can actually play tunes. Sunshine Tv is a regional network of local tv stations in Central Queensland and the ad is one in a series of eye (and ear) catching spreads in trade publications aimed at media and account people. *See Page 34.*



U.S. cable networks are battling Central American cable tv stations over the illegal use of U.S. cable signals. The fight could leave thousands of households now getting cable bereft of programing. *See Page 35.*

DIRECT MARKETING

Just a little more than a year since American Telephone & Telegraph introduced its Opportunity Calling promotion to fight other carriers, the communications giant is putting the residential-customer portion out for review. *See Page 44.*

COMING THURSDAY

SPECIAL REPORT

Arizona's phenomenal population growth has dramatically affected life there. Special Report will examine the state's demographic and life-style trends.

REGULAR FEATURES

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NEWSPAPER ADVERTISING INCHES IN JUNE 54

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Gannett moves into driver's seat at 'Detroit News'

By WILLIAM F. GLOEDE

Gannett Co.'s $717 million acquisition of Evening News Assn., Detroit, will create the nation's fifth-largest media company. It also will provide an opportunity for ENA's flagship, the *Detroit News*, to merge its business functions with its archrival, Knight-Ridder Newspapers' *Detroit Free Press*.

A spokesman for Miami-based Knight-Ridder, commenting on speculation about a joint operating agreement between Detroit's two major dailies, said, "I wouldn't rule out the possibility of that under certain circumstances. . .It always hinges on whether both sides consider it a fair and equitable arrangement."

The spokesman characterized the relationship between the two media companies as "brotherly."

A Gannett spokesman, however, said, "There's been no discussion about that [kind of agreement in Detroit]."

Combining business-side operations that both Detroit papers now perform separately would result in an immensely profitable enterprise with revenues of more than $350 million, according to some estimates.

Both Rosslyn, Va.-based Gannett and Knight-Ridder are currently involved in joint operating agreements—Gannett's are in Cincinnati; El Paso, Tex.; Honolulu; Knoxville; Nashville; Shreveport,

(Continued on Page 61)

Late West Coast news

Sizzler Rustling up more work for shop

Sizzler Restaurants International, Los Angeles, has shifted an additional $2.5 million in billings to its agency, BBDO/West, Los Angeles, for media buying and creative for its recently acquired Rustler's Steak House chain, formerly owned by Tenly Enterprises (AA, July 22). Spots adapted from Sizzler commercials for special "All you can eat" dinner promotions begin airing Sept. 9 in Baltimore, Philadelphia and Washington. All Rustler's franchises will eventually be converted to the Sizzler name and format. Silberman Whitebrow Dolan, Philadelphia, continues to have a contract with Rustler's for the balance of the year.

Certi-Fresh Inc., Santa Fe Springs, Cal., will start test-marketing its new Fish Nuggets in Los Angeles, backed by a 30-second tv spot that begins airing Sept. 3. The commercial features a woman, who viewers discover is a mermaid as the camera pulls back, describing the lightly breaded, bite-size fish morsels. The ads will run for 10 weeks in Southern California, followed by flights in northern California and Arizona. Fish Nuggests is the first of several new frozen-fish items the western regional fish marketer has under develop-

(Continued on Page 56)

P&G ventures into video

By STEVEN W. COLFORD and JANET MEYERS

WASHINGTON—If advertiser tie-ins prove to be the next wave in the booming video market, then Procter & Gamble—the nation's biggest ad spender—may be riding an early crest.

Cincinnati-based P&G has agreed to sponsor a monthly video magazine to be test-marketed later this year, according to C.W. Wismar, exec vp, Kartes Video Communications, an Indianapolis, Ind., distribution and production house.

The 60-minute video, titled "American Woman," will include recipes, health & beauty tips, how-to pieces and other features that might be found in a wide assortment of women's magazines. If successful in test, it will be officially launched next year.

A P&G spokeswoman confirmed that the company is "very actively pursuing a project along those lines" but said details remained to be worked out.

The KVC video magazine will be available only through video stores, at least at the start, and will offer the sponsor a new vehicle for direct-response mailings and cents-off coupons.

Purchasers will be tracked by "bounce-back" questionnaires included in each cassette. The promise of an additional cassette in return for a completed questionnaire should induce a high degree of response, Mr. Wismar said. Questionnaires will determine consumer receptivity to the format and lead to changes if purchasers express disappointment with content, individual segments or video length.

P&G's interest in committing marketing dollars to what many consider a promotional proving ground could be the catalyst that leads other big advertisers into similar tie-ins and sponsorships of videocassettes.

The hesitancy of major advertisers to embrace videocassettes as a marketing medium has inhibited others, in the view of Mr. Wismar and Weston Nishimura, president of the Video Software Distributors Assn., which just completed its annual convention here.

While an advertiser might willingly spend $1 million on a "safe" tv campaign, the same expenditure in an unproven medium is risky, Mr. Nishimura said.

The question of whether videocassette recorder penetration, now more than 25%, is sufficiently large for major advertisers to exploit also is unresolved. Previous advertiser-videocassette tie-ins have been on a more limited scale than that envisioned by Mr. Wismar.

Reebok footwear, Mareika leotards and Descente sportswear, for instance, sponsor an exercise video from Active Home Video, Beverly Hills, Cal., starring ex-Olympian Bruce Jenner and his wife.

Red Lobster family restaurants, through its agency, Backer & Spielvogel, New York, sponsors a $29.95 "Eat to Win" video version of Robert Haas' best-selling diet book. Critics point out that in addition to getting its logo on the cassette, Red Lobster injected an outright ad at the end of the video—a can't-miss target for vcr zappers.

"There's a lot of thinking going on now as to how to put ads onto these videos," said Mr. Nishimura. "The real problem will be when advertisers try to put an ad from tv on this medium and find out that there's a tremendous amount of consumer objection."

A series of six videos being released this month by *Esquire* magazine, "Esquire Success," landed sponsorships from two major advertisers, Eastman Kodak, Rochester, N.Y., and Vidal Sassoon Inc., Century City, Cal. (AA, Aug. 26).

The *Esquire* videos, which cover career strategies, grooming, personal style, wine and other subjects, are produced on Kodak tape. They carry a Kodak logo on the package and an opening billboard ad for Kodak. Sassoon hair products are used exclusively in a segment set at one of Sassoon's San Francisco salons.

Robert Singer, director of marketing ad sales for Random House's electronic publishing division, New York, said last week that four ad agency representatives approached him at the VSDA convention with ideas for video-marketing tie-ins. One offer under consideration involves a tie-in between a garden-tools company and a video on home gardening.

Advertiser sponsorship of videos drastically changes the financial dynamics of the medium, according to Mr. Singer.

"Production costs are so high that it makes sense," he said. For example, the cost to Red Lobster for underwriting the "Eat to Win" video was less than the cost of a 30-second tv spot.

Nicholas Santrizos, president of Thorn EMI/HBO Video, New York, believes vcr penetration is the key to advertiser involvement.

"The pertinence will increase as sales of vcrs develop," he says. "Once we reach 40%-to-50% penetration, it will take off, well before 1990." But he also believes video advertisers can't rely on tv-like commercials.

"If we were ever involved in advertising in videos, it would be through the application of wholly-sponsored cassettes. We don't believe in ads, and our compact with the consumer just doesn't allow them. But a food marketer that unabashedly sponsors a cookbook-type video, I think that could generate great interest."#

CAMPAIGNS BREAKING

Nestle Foods Corp., White Plains, N.Y., breaks new tv ads Sept. 9 for regular and almond milk chocolate bars, with contemporary, romantic settings and rock music to promote the brands as upbeat, modern and fit for adults. J. Walter Thompson USA, New York, is the agency (AA, Aug. 26).

Del Monte USA, San Francisco, begins test-marketing its Fruit Street juice-based drink in San Francisco and Denver this week. The two-tiered campaign couples 30-second tv spots aimed at children with print ads appealing to adult nutritional concerns. Tv ads start today, and print appears in October issues of national women's magazines. McCann-Erickson, San Francisco, handles (AA, Aug. 12).#

Country-music singer Don Williams (r.) shares a Coca-Cola Classic with Claude Clements, president of Coca-Cola Bottling Co., Nashville. The first 25 cases of Coca-Cola Classic produced at the bottling plant were delivered to Mr. Williams, whose displeasure with "new" Coke was noted in a nationally syndicated newspaper article.

It's Coke versus Coke in Classic battle: Poll

CHICAGO—Coca-Cola Classic is now available at more than eight of every ten stores (82%) nationwide, according to a survey conducted for ADVERTISING AGE by Leo J. Shapiro & Associates, Chicago.

The survey of large retailers in 45 markets around the country is part of AA's continuing tracking of Atlanta-based Coca-Cola Co.'s switch to a new formula and its subsequent decision to bring back the original formula.

Most of the retailers surveyed said they have only had Coke Classic for a month or less, and more than half (52%) have had it on their shelves two weeks or less.

Availability of different containers and sizes of Coke Classic is limited; nearly two-thirds (65%) of the stores surveyed carried only cans or 2-liter bottles or both.

New Coke is available in most, if not all, sizes at about two-thirds (66%) of the retailers.

Two-thirds of the managers whose stores carry Classic Coke believe it is selling better than new Coke. Nearly one-quarter (22%) say new Coke outsells Classic Coke.

Of those reporting higher sales of Coke Classic, more than two-thirds (69%) estimate it outsells new Coke 2-to-1. One store manager said, "If I buy a case of new Coke, I'll have it a month. A case of old Coke will go in a week."

One respondent believed, however, that sales between the two eventually will even out; he couldn't taste the difference.

An interesting sidelight is that two of the 34 store managers interviewed spontaneously answered that Cherry Coke was selling better than either Classic or new Coke.

Nearly nine in ten (86%) supermarkets report that they are not giving Coca-Cola more shelf space to accommodate Classic Coke, even though Classic is outselling new Coke. Specifically, two-thirds of retailers report they have kept Coca-Cola shelf space constant.

Of those who have given more space to Classic Coke, one-quarter have taken away space from other Coca-Cola products to accommodate Classic. Only 14% gave Coke products more space by reducing space for other brands.#

CORRECTIONS & CLARIFICATIONS

- General Motors' Pontiac division is sponsoring the concert portion of *Rolling Stone's* fashion/rock college concert tour, while Pierre Cardin fragrances is the sponsor for only the fashion segment and not the entire program (AA, Aug. 15, P. 6).
- Nancy Kadner, advertising director for Swatch Watch USA, New York, was incorrectly identified in a story (AA, Aug. 26, P. 1). Also, the eight-page Swatch insert in September fashion and consumer magazines was produced by Swatch Watch Advertising.
- In a report on Pet food market shares by John C. Maxwell Jr. (AA, Aug. 12, P. 31), Beef Bites dog food snack was incorrectly listed as a Kal Kan product. It is a product of GrandMet USA's Alpo.
- Godfather's Pizza relocated to Omaha from Costa Mesa, Cal., on Aug. 1 (AA, Aug. 22, P. 48).
- Due to incorrect information supplied by Publicity Clinic, Youngstown, O., it was reported that former world lightweight boxing champion Ray (Boom Boom) Mancini will have a recurring role on "Who's the Boss," an ABC network series (AA, Aug. 22, P. 48). He will have a cameo appearance.#

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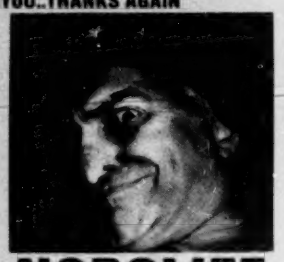
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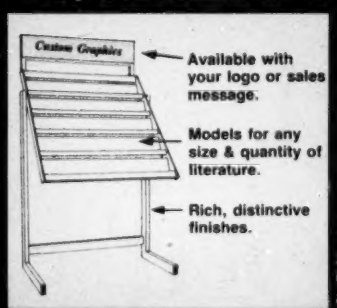
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Newspaper Advertising MRCS/SAU Inches June 1985 vs. June 1984

AKRON, OH

	1985 Full Run	1985 Part Run	1984 Full Run	1984 Part Run
Beacon Journal (E)	90 706	—	103 933	—
Beacon Journal (S)	91 441	—	70 032	—
Grand Total	182 147	—	173 965	—

NOTE: Part run figures not available.

ATLANTA, GA

Constitution (M)	179 787	41 149	169 749	38 325
Journal (E)	178 328	41 067	168 121	38 818
Journal & Constitution (S)	148 879	76 916	116 433	58 773
Journal & Constitution (Sat)	49 391	—	44 762	—
Grand Total	556 385	159 132	499 065	135 916

NOTE: Constitution Morning and Journal Evening published five days a week only.

BALTIMORE, MD

News-American (S)	41 374	10 939	30 348	1 517
News-American (E)	34 642	6 132	47 994	4 313
Sun (M)	108 791	2 740	109 562	4 242
Sun (E)	87 632	2 740	88 074	4 246
Sun (S)	163 414	35 736	121 762	19 486
Grand Total	435 853	58 287	397 740	33 804

BERGEN COUNTY, NJ

Record (E)	145 105	23 694	143 404	19 000
Record (S)	169 652	31 420	125 441	19 612
Grand Total	314 757	55 114	268 845	38 612

NOTE: Record Evening published five days a week only.

BOSTON, MA

Herald (M)	44 891	730	41 027	—
Herald (S)	20 696	33 640	14 009	27 442
Globe (M)	132 810	10 675	143 832	7 956
Globe (S)	199 957	35 062	177 359	21 553
Grand Total	398 354	80 107	376 227	56 951

BUFFALO, NY

News (AD)	98 292	27 003	110 943	22 377
News (S)	53 230	41 999	43 804	27 327
Grand Total	151 522	69 002	154 747	49 704

CAMDEN, NJ

Courier-Post (E)	109 641	14 755	111 202	12 502
Courier-Post (S)	71 899	3 474	50 923	1 279
Grand Total	181 540	18 229	162 125	13 781

CHARLOTTE, NC

News (E)	66 472	—	70 600	—
Observer (M)	114 477	—	107 774	—
Observer (S)	77 202	—	59 161	—
Grand Total	258 151	—	237 535	—

NOTE: News Evening published five days a week only. Part run figures not available.

CHICAGO, IL

Sun-Times (M)	120 289	74 274	134 271	53 580
Sun-Times (S)	61 125	47 320	57 045	41 682
Tribune (AD)	165 989	274 381	175 887	194 115
Tribune (S)	144 526	96 805	142 280	103 829

NOTE: Tribune figures supplied by publisher to Media Records. 1985 figures represent advertising for 5/27/85 through 6/30/85.

CINCINNATI, OH

Enquirer (M)	158 013	5 365	150 661	7 636
Enquirer (S)	139 452	14 957	112 934	6 952
Post (E)	78 355	23 591	76 211	9 862
Grand Total	375 820	43 913	339 806	24 450

CLEVELAND, OH

Plain Dealer (M)	129 953	31 718	140 018	29 667
Plain Dealer (S)	129 537	10 479	101 817	8 209
Grand Total	259 490	42 197	241 835	37 876

DALLAS, TX

News (M)	298 853	11 118	308 341	12 912
News (S)	207 132	11 771	159 477	12 740
Times-Herald (AD)	244 905	19 790	272 216	25 195
Times-Herald (S)	154 683	8 929	129 374	23 439
Grand Total	905 573	51 608	869 408	74 286

DENVER, CO

Rocky Mt. News (M)	276 484	1 552	304 078	93
Rocky Mt. News (S)	104 756	2 567	82 161	163
Post (M)	177 152	5 955	171 091	12 712
Post (S)	130 934	3 725	117 428	2 369
Grand Total	689 326	13 799	674 758	15 337

DETROIT, MI

Free Press (M)	92 050	32 802	96 339	43 635
Free Press (S)	54 277	33 783	43 940	12 047
News (AD)	143 899	34 457	125 286	24 538
News (S)	104 136	29 487	84 287	19 227
Grand Total	394 362	130 529	349 852	99 447

FORT LAUDERDALE, FL

News & Sun Sentinel (S)	130 495	34 875	108 067	25 830
Sun Sentinel (M)	274 343	58 443	289 691	55 484
Grand Total	404 838	93 318	397 758	81 314

NOTE: 1985 part run and 1984 full run and part run figures supplied by publisher to Media Records. Morning figures include the Saturday Edition.

FORT WAYNE, IN

Journal Gazette (M)	88 740	—	70 364	—
Journal Gazette (S)	74 037	—	58 479	—
News Sentinel (E)	97 971	—	81 064	—
Grand Total	260 748	—	209 907	—

NOTE: Part run figures not available.

*FORT WORTH, TX

Star Telegram (M)	240 444	52 888	236 884	43 930
Star Telegram (E)	182 912	52 888	182 617	43 930
Star Telegram (S)	163 708	60 294	121 737	32 363
Grand Total	587 064	166 070	541 238	120 223

NOTE: Figures supplied by publisher to Media Records.

GREENWICH/STAMFORD, CT

Time (E)	75 213	83	58 347	—
Time (S)	67 503	—	44 552	—
Advocate (E)	97 727	3 304	109 274	515
Advocate (S)	69 251	—	46 517	—
Grand Total	309 694	3 387	258 690	515

HARTFORD, CT

Courant (M)	138 669	23 225	140 004	20 581
Courant (S)	105 789	142 098	80 748	111 468
Grand Total	244 458	165 323	220 752	132 049

HONOLULU, HI

Advertiser (M)	115 964	—	135 147	—
Star-Bulletin (E)	108 006	—	121 849	—
Star-Bulletin & Advertiser (S)	90 318	—	72 159	—
Grand Total	314 288	—	329 155	—

HOUSTON, TX

Chronicle (AD)	266 928	34 364	349 195	32 557
Chronicle (S)	153 050	35 975	138 568	31 169
Post (M)	166 887	40 049	211 473	29 974
Post (S)	83 253	36 993	72 647	28 916
Grand Total	670 118	147 381	771 883	122 616

LONG BEACH, CA

Press Telegram (M)	106 419	—	105 013	—
Press Telegram (S)	63 172	—	49 591	—
Grand Total	169 590	—	154 604	—

NOTE: Part run figures not available.

LONG ISLAND, NY

Newsday (E)	175 930	44 895	162 492	53 420
Newsday (S)	122 832	91 066	96 419	66 738
Grand Total	298 762	135 961	258 911	120 158

LOS ANGELES, CA

Times (M)	296 022	291 913	309 144	248 378
Times (S)	209 762	103 612	170 034	80 189
Herald-Examiner (M)	66 750	11 557	54 921	15 535
Herald-Examiner (S)	16 794	5 588	11 223	7 342
Grand Total	589 328	412 070	545 322	351 444

LOS ANGELES/SAN FERNANDO VALLEY, CA

News (M)	209 495	28 501	188 852	26 017
News (S)	96 504	1 623	70 272	3 660
Grand Total	305 999	30 524	259 124	29 677

*LOS ANGELES/TORRANCE, CA

Breeze (E & S)	209 865	—	204 495	—
Grand Total	209 865	—	204 495	—

NOTE: Figures supplied by publisher to Media Records.

MIAMI, FL

Herald (M)	152 069	—	163 226	—
Herald (S)	107 879	—	92 571	—
News (E)	56 312	—	70 186	—
Grand Total	316 260	—	325 983	—

NOTE: Part run figures not available.

MINNEAPOLIS, MN

Star & Tribune (AD)	103 440	23 510	106 348	24 475
Star & Tribune (S)	154 449	3 618	128 057	475
Star & Tribune (Sat)	27 185	—	27 261	—
Grand Total	285 074	27 128	261 666	24 950

*NASHVILLE, TN

Banner (E)	101 935	—	96 548	28 590
Tennessean (M)	103 520	—	100 914	28 109
Tennessean (S)	106 687	—	61 032	24 902
Grand Total	312 142	—	260 494	81 601

NOTE: 1985 figures supplied by publisher to Media Records.

NEW BRUNSWICK, NJ

Home News (E)	82 433	3 253	—	—
Home News (Sun)	82 750	2 062	—	—
Grand Total	165 183	5 325	—	—

NOTE: 1984 figures not available.

NEW YORK, NY

Times (M)	146 972	14 866	155 185	15 152
Times (S)	221 616	107 203	180 446	68 976
News (M)	56 289	101 787	61 410	104 173
News (S)	41 497	97 366	31 544	69 615
Post (AD)	58 154	1 060	58 644	—
Grand Total	524 528	322 282	487 229	277 916

NEWARK, NJ

Star Ledger (M)	197 634	5 689	194 048	4 578
Star Ledger (S)	205 179	34 680	151 857	28 424
Grand Total	402 813	40 369	345 905	33 002

OAKLAND, CA

Tribune (M)	86 318	62 041	93 518	41 681
Tribune (S)	56 162	39 118	48 205	21 986
Grand Total	142 480	101 159	141 723	63 667

ORANGE COUNTY, CA

Register (AD)	295 054	113 322	301 385	65 422
Register (S)	148 887	15 935	115 284	7 534
Grand Total	443 941	129 257	416 669	72 956

PHILADELPHIA, PA

Inquirer (M)	153 512	49 762	147 822	46 792
Inquirer (S)	150 201	45 101	111 922	32 916
News (E)	72 784	4 162	79 843	1 250
Grand Total	376 497	99 025	339 587	80 958

*PHOENIX, AZ

Arizona Republic (M)	268 709	13 637	293 138	16 173
Arizona Republic (S)	180 797	—	167 216	—
Gazette (E)	276 209	13 933	284 752	16 267
Grand Total	745 715	27 570	745 106	32 440

NOTE: Figures supplied by publisher to Media Records.

ROCHESTER, NY

Democrat & Chronicle (M)	88 087	8 937	93 672	11 739
Democrat & Chronicle (S)	85 211	22 213	67 041	14 121
Times Union (E)	71 523	11 531	79 917	9 065
Grand Total	244 821	42 681	240 630	34 925

NOTE: Times Union Evening published five days a week only.

SACRAMENTO, CA

Bee (M)	218 260	20 953	223 927	15 023
Bee (S)	119 058	20 234	92 393	5 328
Grand Total	337 318	41 187	316 320	20 351

*ST. LOUIS, MO

Post-Dispatch (M)	89 692	28 766	98 570	29 871
Post-Dispatch (S)	135 769	—	103 038	—
Globe Democrat (M)	51 364	15 903	51 971	7 610
Globe Democrat (WE)	12 439	1 974	18 656	3 783

NOTE: Figures supplied by publishers to Media Records.

ST. PAUL, MN

Pioneer Press Dispatch (AD)	93 719	—	90 780	—
Pioneer Press Dispatch (S)	107 742	—	93 724	—
Dispatch (E)	—	—	90 323	—
Grand Total	201 461	—	274 827	—

NOTE: Part run figures not available. Pioneer Press Morning and Dispatch Evening combined to one edition, Pioneer Press Dispatch All Day effective January 2, 1985. The Pioneer Press Morning activity is shown in the Pioneer Press Dispatch All Day listing. Pioneer Press Sunday changed to Pioneer Press Dispatch Sunday effective January 5, 1985. Prior to January 2, 1985, Pioneer Press Morning and Dispatch Evening had a combined Saturday edition with the activity shown only in the Dispatch Evening.

SAN ANTONIO, TX

Express-News (AD)	118 203	18 891	122 192	26 351
Express-News (S)	113 242	18 247	77 873	19 803
Express-News (Sat)	49 091	—	49 586	—
News (E)	—	—	122 836	21 181
Light (AD)	115 709	20 170	111 671	36 171
Light (S)	102 624	16 313	67 168	27 733
Light (Sat)	41 633	—	44 172	—
Grand Total	540 502	73 611	595 498	131 239

NOTE: Express Morning and News Evening combined to one edition, Express News All Day effective September 10, 1984. The Express Morning activity is shown in the Express News All Day listing. Prior to September 10, 1984 Express Morning and News Evening published five days a week only.

Light All Day published five days a week only. Light Evening changed to Light All Day effective January 1985.

SAN DIEGO, CA

Union (M)	226 824	16 244	223 187	9 461
Union (S)	148 597	—	114 145	—
Tribune (E)	228 918	18 233	229 241	10 308
Grand Total	604 339	34 477	566 573	19 769

SAN FRANCISCO, CA

Chronicle (M)	126 922	59 858	130 712	60 635
Examiner (E)	123 527	58 035	127 337	58 152
Examiner & Chronicle (S)	89 647	46 237	73 654	34 081
Grand Total	340 096	164 130	331 703	152 868

SAN JOSE, CA

Mercury News (AD)	288 928	31 144	290 188	36 451
Mercury News (S)	176 778	—	140 825	—
Grand Total	465 706	31 144	431 013	36 451

SHREVEPORT, LA

Journal (E)	78 951	3 946	82 278	6 851
Times (M)	101 122	14 961	105 699	14 284
Times (S)	79 679	7 003	59 816	6 685
Grand Total	259 752	25 910	247 793	27 820

*STATE COLLEGE, PA

Centre Times (E)	77 500	3 794	74 418	1 060
Centre Times (S)	34 113	—	23 757	—
Grand Total	111 613	3 794	98 175	1 060

NOTE: Figures supplied by publisher to Media Records.

SYRACUSE, NY

Herald Journal (E)	84 888	25 640	81 590	19 561
Herald American (S)	94 414	44 716	47 723	23 748
Post-Standard (M)	75 477	30 158	69 681	24 112
Grand Total	214 779	100 514	198 994	67 421

*TAMPA, FL

Tribune (AD&S)	318 521	102 707	298 401	56 494
Grand Total	318 521	102 707	298 401	56 494

NOTE: Figures supplied by publisher to Media Records.

*TOLEDO, OH

Blade (E)	89 625	—	101 970	—
Blade (S)	104 257	—	78 819	—
Grand Total	193 882	—	180 789	—

NOTE: Figures supplied by publisher to Media Records.

WASHINGTON, DC

Post (M)	265 173	39 184	273 798	33 408
Post (S)	178 970	28 710	133 236	36 375
Grand Total	444 143	67 894	407 034	69 783
Alexandria Journal (M)	66 371	—	58 715	—
Prince George's Journal (M)	56 928	472	48 474	—
Montgomery Journal (M)	57 225	472	49 160	—
Fairfax Journal (M)	63 649	502	56 692	—
Arlington Journal (M)	62 800	—	56 535	—

NOTE: Alexandria Journal Morning, Prince George's Journal Morning, Montgomery Journal Morning, Fairfax Journal Morning and Arlington Journal Morning published five days a week only.

*WEST PALM BEACH, FL

Post (M)	193 974	33 595	188 233	25 017
Times (E)	162 527	1 699	158 517	1 253
Post (S)	146 358	14 388	119 726	12 833
Grand Total	502 859	49 682	466 476	39 103

NOTE: Figures supplied by publisher to Media Records.
Times Evening published five days a week only.

WESTCHESTER ROCKLAND, NY

Reporter Dispatch (E)	83 303	15 663	81 368	18 984
Reporter Dispatch (S)	86 497	27 062	55 712	22 001
Grand Total	169 800	42 725	137 080	40 985

WICHITA, KS

Eagle-Beacon (M)	115 420	—	123 736	—
Eagle-Beacon (S)	85 437	—	69 468	—
Grand Total	200 857	—	193 204	—

NOTE: Part run figures not available.

Source: Media Records

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REPORTING METHODOLOGY

Media Records continues to measure mileage but due to the introduction of the SAU 6 column format Media Records has designed and developed a methodology with the approval of our subscribers, the INAME Measurements Committee, The ANPA NAB Working Committee, The AAAA Newspaper Committee and other industry groups.

The approved methodology is titled The Media Records Conversion System (MRCS) and is based upon the printed page area of each product of the newspaper and is a five step approach as follows:

1. Measure Printed Page
   Width and Depth in Inches
2. Determine Square Inches of Page
   Multiply Width by Depth Inches
3. Determine the Number of SAU Inches of Page
   Divide the Square Inches by 2.0625 (SAU Inches)
4. Measure the Total Lines of the Page
   Multiply Column Depth Agate Lines by the Number of Columns on the Page
5. Determine the Factor for Converting Measured Lines to Reported SAU Inches
   Divide the Total Lines of Page by the Number of MRCS SAU Inches of the Page